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## Festival Management (2 Week Course) Date: View Online -- Venue: View Online -- Fee: £9,000

**Overview:**

This unique course is designed to enhance your understanding of the festival and events industry and its role within a wider leisure and business context and how these relate to society as a whole.

The delegate will gain knowledge with regards to the theory and application of key festival management concepts, approaches and techniques to enable the delegate to further enhance or enter a professional career in festival or events management.

The program will also develop an awareness of the social, cultural, economic and political environment in which the festival and events industry operates, and the strategic implications and broader social responsibilities that this environment generates.

We are focused on your employability and will help you to gain the relevant specific skills needed in the industry including, but not limited to: time management, prioritisation, numeracy, communication and leadership.

**Objectives**

* Highlight the importance of Event Management.
* Show the Qualities and Event Management Skills for success.
* Illustrate how to develop a Strategic approach to managing Events.
* Show the importance of identifying and managing the Stakeholders.
* Demonstrate how to prepare and manage the Event budget.
* How to assess and manage the Risk associated with an Event.
* Set appropriate Objectives.
* Improve Time Management.
* Show how to use a range of Event Planning Tools to develop an Event Plan.
* Demonstrate how to use the appropriate methods of monitoring progress.
* How to minimise Problems and Delays with Events.

 **How this helps your organisation?**

* Increase efficiency and effectiveness within organisational processes
* Employees attain a deeper theoretical knowledge
* Possess knowledge on the latest international practices
* Effective risk reduction
* Increase the success of your Festivals and Events.
* Maximise the use of resources.
* Ensure that Events are completed successfully, within budget and on time

## How this helps you personally?

* Makes the move into Festival Management easier.
* Improves effectiveness and credibility.
* Have a range of Festival Management tools at your disposal
* Increased knowledge and deeper understanding
* Improved skill set
* Increased confidence
* Increased recognition within the organisation
* Improved work performance and managerial skills
* Career enhancement

**Course Structure**

**Festival Manager**

The Key role of the Festival Manager in the Planning Team
Outlining Core Roles and Responsibilities
Team Dynamics
Task and Festival Timelines
Maximising Staff and Physical Resources
Planning and Co-ordinating Team and Suppliers
Decision Making
Contingency Planning
Case Study & Videos

**Planning a Festival**

Managing Festival Planning Schedules
Feasibility Studies
Identifying Festival Goals
Objectives
Festival Organisational Charts
Duty Rosters
Record Keeping Mechanisms
Recruitment
Reviewing Festival Contracts and Agreements
Troubleshooting Festival Co-ordination
Creation and Presentation of Proposals to Clients
Case Study & Videos

**Co-ordinating Festivals**

Developing Creative Elements
Scheduling Entertainment
Site Planning and Inspection
Registration and Admission Process
Festival Security
Planning Festival Protocol Requirements
Co-ordinating Festival Speakers with additional Entertainment for maximum effect
Identifying Appropriate Food and Beverage Menus
Festival Contingency Planning
Case Study & Videos

**Documentation for Planning**

Festival Contracts and Agreements
Troubleshooting Festival Co-ordination
SWOT Analysis
Creation and Presentation of Proposals to Clients.
Case Study & Videos

**Principles of Festival Marketing**

Needs and Motivations of Festival Customers
The Market Research Process
Effectively Collect and Analyse Market Data
Reporting the findings to the Team and Client
Elements of the Marketing Mix (Product, Price, Promotion and Place)
The Pricing Process and How to Establish a Pricing Plan for your Market
Target Marketing Channels, Promote and Develop a Website and Direct Marketing Strategy
Case Study & Videos

**How to market the Festival**

Planning the Festival Proposal Strategy
Preparing the Festival Proposal
Sending Invitations
Budgeting and Buying Advertising
Publicising the Festival
Organising Contests
Merchandising
Packaging and Sales Promotion
Formulating a Public Relations Strategy
Conducting Market Research
Methods of Measuring Marketing Activity
Case Study & Videos

**Health & Safety**

Health & Safety Principles within Festival Management
Insurance integration
Fire & Health hazard regulations
Security
Licencing, Permits & Council regulations

**Managing Risk**

Budgeting
Forecasting Expenditure
Compiling and Understanding Festival Contracts
Managing Health and Safety
Festival Risk Assessment
Copyright and Trademark Considerations
Festival Ethical Practice
Case Study & Videos

**Corporate Festival Management**

Corporate Festivals Integration
Organising local and Global Corporate Festivals
Corporate Festival Types
Festivals as Corporate Motivators
Managing Important Corporate Festivals
Developing Corporate Festivals
Organising Corporate Hospitality
Negotiating Festival Investment Returns
Managing Festival Costs
Case Study & Videos

**Organising Conferences**

Preparing a Conference Action Plan
Choosing Conference Sites and Locations
Working to a Budget
Developing Marketing Strategies
Identifying Legal Requirements
Evaluating Effectiveness of Festivals
Case Study & Videos

**Fundraising Festivals**

Key Drivers
Establish a Budget and Earning Target for the Festival
Developing the Festival Goals and Objectives
Sourcing and Working with Volunteers
Preparing an Festival Action Plan
Choosing Sites and Locations
Working to a Budget
Generating Sponsorship Support
Case Study & Videos

**Sports Festival Management**

Festival Media Marketing and Management
Festival Sponsorship
Managing Hospitality
Operating Strategy
Organising Staff
Admissions Management
Compliance and Protocol Procedures
Planning Award Ceremonies
Case Study & Videos

**Celebrity Festivals**

Organising Celebrity Festivals, Concerts and Launches
Television Related Festivals
Award Ceremonies
Fashion Shows
National Festivals
Galas
Special Themed Festivals
Internet Festival Launches
Dealing with Celebrity Agents
Handling Celebrity Wish Lists
Fireworks Displays
Case Study & Videos

**Government, Civic, and Political Festivals**

Planning for Major Social and Political Festivals
Festival Sponsorship
Managing VIP's
Developing Major Political Festivals
Case Study & Videos

**Festival Sponsorship**

Determining Potential Sponsorship
Assessing Selling Points of the Festival
Determining Sponsorship Fulfilment Responsibilities
Research and Set Sponsorship Pricing based on Market Factors and Festival Exposure
Case Study & Videos

**Exhibition Management**

Researching Markets; Resourcing the Exhibition
Effective Marketing Strategies
Key Promotional Planning
Audience Communication.
Case Study & Videos

**Festival Evaluation & Reporting**

Different Types of Evaluation Techniques
Understanding Options to Evaluate the Effectiveness of an Festival
Determine How to Evaluate Speakers and Suppliers
Tabulating and Reporting on the Festival's Success to the Client.
Case Study & Videos

**Eco-friendly Festivals**

The Importance Of Making your Festivals Environmentally Friendly
Benefits to your Company
Benefits to your Clients
Benefits to the Environment
Environmental Standards & Eco-friendly Credentials
Carbon-Neutral Festivals
Types of Eco-friendly Festivals/Suppliers
Eco-friendly Weddings, Eco-Friendly Conferences
Eco-Friendly Caterers
Case Study & Videos

**PR Techniques & Principles**

Sponsorship
Internal PR functions
Corporate Image
Press and Broadcast Media Relations
Client Relationships
Internal PR
Commissioning and Briefing Photographers
Supplying Material to the Press/Getting Material onto TV and Radio
Organising Seminars
Exhibitions and Conferences
Audio/Visual Aids
Writing Skills (Press Releases, Writing Feature Articles for the Press, In-house Journals and Newsletters)
Crisis Management
Corporate Advertising
Brochures and Printing
Case Study & Videos

**Wedding Planning**

Planning a Wedding
Timelines and Itinerary
Wedding Legalities
Budgets
Wedding Ceremony
Reception, Venue Sourcing
Supplier Sourcing Logistics
Creating & Marketing Wedding Planning Consultancy
Case Study & Videos

**Presentation Skills**

Preparation and Research
Speech Content
Subject Matter and Objectives
Speech Delivery and Variety
Body Language
Presentation Aids e.g. Visuals, etc.; Management of Locations and Audiences; Presentation Structure
Case Study & Videos

**Course Dates:** Weekly

**Venue:** View Online

**Address:** Radisson Hotel

**Fee:** £9,000